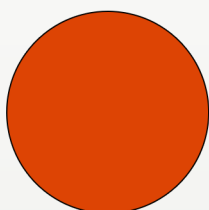


RUBY'S PLACE BRANDING KIT



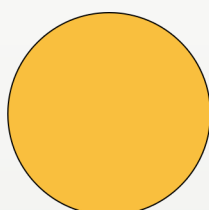
Ruby's Place Lotus

The Lotus flower is a symbol of purity, enlightenment, self-regeneration & rebirth. Its characteristics are a perfect analogy for the human condition: even when its roots are in the dirtiest waters, the Lotus produces the most beautiful flower.



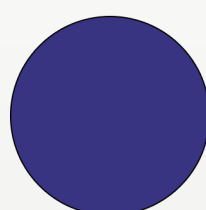
Red-Orange

is the color of
warmth and
comfort.



Saffron

is the color of
strength, growth,
and courage.



Cobalt Blue

is the color of
productivity and
enlightenment.

RUBY'S PLACE BRANDING KIT

Mission Statment:

Ruby's Place is an innovative nonprofit committed to ending domestic violence, human trafficking, and violent crime, through hope, advocacy and connection.

Vision Statement:

A life where safety and trust come first

Tagline:

A place for hope and healing

PRIMARY LOGO



OTHER VERSIONS



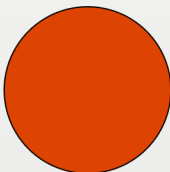
TYPOGRAPHY

TITLE- Arial (Regular or **Bold**)

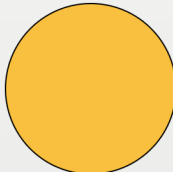
Body - Arial (Narrow)

Arial
Arial
Arial

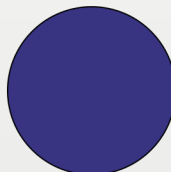
BRAND COLORS



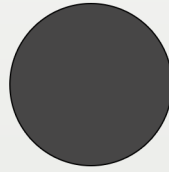
#dd4404



#f9bf3e



#383481



#474646